Everyone on Board!

Effective Communications to Promote Your Hotel’s Green Practices

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Training Objectives

• Learn how to develop a communications plan that conveys your hotel’s environmental commitment
• Hear how your peers have implemented new and innovative approaches to engage staff and guests
• Discover how resources such as ENERGY STAR can help your property communicate with internal and external audiences
Agenda

• Why communicate your green efforts?
• How to develop a communications plan?
  – Establish and define goals
  – Identify target audiences
  – Develop key messages
  – Determine communication tactics
  – Evaluate success
• Leverage ENERGY STAR as a key component of your green activity

Your Guests Are Concerned…

• Annual Pew surveys report:
  – 65% of Americans view global warming as a very or somewhat serious problem as of October 2009
• Deloitte survey:
  – 32% of those surveyed agreed that they expect the hotels they stay at to be environmentally friendly
  – 29% said they would like to know more from hotels about their green efforts
Your Peers Are Establishing Themselves as Leaders…

“AH&LA Reveals First Green Guidelines Challenge Winners”
“HEI Wins 2010 ENERGY STAR Partner of the Year”
“Hilton Hotel Opens New Headquarters in LEED Gold Building”
“Hyatt Launches Global Environmental Training Program”
“Kimpton Announces Three New Sustainability Initiatives”
“Marriott Announces Aggressive Green Hotel Expansion Plans”
“The Value of a Corporate Sustainability Strategy”

More Potential for Marketing “Green” Achievements than Ever Before
...and It Just Makes Financial Sense

- Improved guest perception of your hotel and brand, through communication of green practices, can also translate into higher revenues

**Did You Know?**
Reducing energy costs by just 10% is equivalent to:
- $0.60 RevPAR increase for limited service hotels
- $2.00 RevPAR increase for full service hotels

Communicating Your Green Program

- Foundation for setting performance goals
- Strengthens employee capacity and company culture
- Helps to reduce energy and water consumption and expenditures
- Promotes company successes in green initiatives
- Improves public perception of your company and differentiates your organization among peers
ENERGY STAR: A Key Resource

- Voluntary climate protection partnership with U.S. EPA
- Strategic approach to energy management, includes communicating energy efficient practices and recognizing successes
- Helps organizations save money and protect the environment
- Influential brand recognized by over 75 percent of Americans

A Public-Private Partnership
Success by the Numbers

- 5,000 organizations – including 30% of Fortune 500 – are partnered with the ENERGY STAR buildings program
- 120,000 buildings (representing 14 billion square feet) measure and track performance with ENERGY STAR
- 9,000 buildings – including over 400 hotels – have earned the ENERGY STAR
- Partners have helped prevent greenhouse gas emissions equal to electricity use of 60 million American homes every year
Over 130 Partners, including...

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Steps to a Successful Communications Plan

1. Establish and Define Goals
2. Identify Target Audiences
3. Develop Key Messages
4. Determine Communication Tactics
5. Evaluate Success

1. Establish Communication Goals

**Example Goals:**

- Position your hotel/motel as a “market leader” in energy management and environmental stewardship
- Increase energy savings for your hotel/motel
- Increase guest and employee awareness of your energy management efforts and achievements
- Encourage energy savings practices at home for guests and employees
2. Identify Target Audiences

**Internal Target Audiences:**
- Owners
- Managers
- Employees
- Shareholders

**External Target Audiences:**
- Guests
- Suppliers
- Peers
- General Public

3. Develop Key Messages

- **For Owners and Senior Managers:** Good energy management is good risk management, and environmental responsibility is recognized by investors
- **For General Managers:** Good energy management leads to reduced operating expenses
- **For Employees:** Taking small actions and sharing energy saving ideas makes a big difference – YOU are an integral part of our company’s environmental performance
- **For Guests:** We are taking concrete steps that will reduce our climate impact
Back Messages with Easy-to-Understand Metrics

- **All audiences**: Convert energy used to equivalent in CO$_2$
  - Equate CO$_2$ emissions avoided to cars not driven, trees planted, household electricity use
- **Internal audiences**: Use company-specific units that resonate
  - Speak $ savings as well as energy savings
  - Increase in rooms rented
  - How many rooms would you need to rent to gain profits equal to your energy savings?

**Tip**: EPA’s Portfolio Manager calculates CO$_2$ emissions based on tracked energy use. Learn more at [www.energystar.gov/istar/pmpam/](http://www.energystar.gov/istar/pmpam/)

EPA also offers a greenhouse gas equivalency calculator at [http://www.epa.gov/cleanenergy/energy-resources/calculator.html](http://www.epa.gov/cleanenergy/energy-resources/calculator.html)

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4. Determine Communication Tactics

**Internal Communications**
- Internal newsletters
- Company intranet
- Bulletin boards/posters
- Team meetings
- Training sessions
- New employee orientation
- Events (e.g., Earth Day, Energy Fair)
- Staff commitment letter

**External Communications**
- Tent cards at front desk, in rooms, in restaurants
- Posters in elevator, lobby
- In-room recycle bin
- Web site
- Newsletters for guest rewards programs
- Announcements and articles in trade pubs
- E-mails
Multi-language instructions can help to ensure that all team members are working towards the same goal.
Internal: Awareness Posters

Hilton used this customizable poster to co-brand its energy efficiency program with ENERGY STAR.

Internal: Staff Commitment Letter

“I, ________, acknowledge that the standards for recycling and providing an eco-friendly environment at the Hyatt Regency Cambridge have been explained to me. I understand that I am personally responsible for creating a green environment at the hotel through my daily actions.

Hyatt Regency Cambridge will continue in the commitment to the environment through new initiatives and processes. I am aware it is my obligation to acquire knowledge of any new standards and participate in continued training.

Hyatt Hotels is committed to designing, building and managing innovative and sustainable hotels that provide our guests with authentic and comfortable accommodations as well as protect the natural environment and respect the local communities in which we operate around the world. As an associate of Hyatt Hotels I will adhere to these expectations through my commitment to the environment.”
Internal: Share Good News at Events

External: Guests Communications
External: Reach Web Visitors

[Image of a Best Western advertisement]

External: Reach Web Visitors

[Image of a Starwood advertisement]
External: Advertisements and Press Releases

5. Evaluate Success

Potential Measures:

- Demonstrated savings on utility bills
- Employee feedback
- Guest comments
- Media coverage of your energy management efforts
- Recognition and certification (e.g. ENERGY STAR, state green hospitality programs, hospitality associations)
Recognition and Certifications

Potential opportunities for recognition:
- ENERGY STAR
- LEED
- Green Seal
- Green Key
- AH&LA’s Good Earthkeeping Award
- State green hotel certification programs
- Local green business awards
- …and more!

CASE STUDY:
HEI Hotels & Resorts

Bob Holesko
Vice President of Facilities
CEM, CEA
Company Profile

- 35 hotels (in 16 states)
- HEI owns and operates full-service, upper scale and luxury hotels and resorts under such well known brand names as Marriott, Renaissance, Sheraton, Westin, Le Meridien, Embassy Suites, Hilton, W, and Crowne Plaza
  - Marriott’s Norcross & NW in the Atlanta Region
- In addition HEI also owns and operates two historic hotels, the Algonquin in New York City and the Equinox Hotel & Spa in Vermont
- 9,456 guest rooms
- Over 8,000,000 total square feet of buildings
- Approximately 6,000 employees

Creating a Green Culture

- Our Leadership
  - Believes in social responsibility, and supports green efforts through incentives and continual communication
- Our Hotel Associates
  - Build Commitment to green practices by discussing at stand-up meetings, department meetings, and all associate rallies
  - Continually asked to innovate green practices to implement at hotel
- Our Corporate Team
  - Creates user-friendly tools to help hotels track energy usage
  - Furthers team environment focused on energy by providing “buzz” about effort and results
- Partner: Cornell Sustainability Consulting
  - Tasked with continual projects for Sustainable Global Enterprise and waste reduction through recycling/composting
- Partner: The Loyalton Group
  - Hired energy professionals to work on solving our most pressing energy concerns, facility optimization, and long-term carbon management
The Atlanta Marriott Marquis is located in Atlanta, GA. It is a 579-room hotel in a 3000 guestroom, 5-star hotel, located in the heart of the city. The building has been designed and managed by H&H Hotels and Resorts. The building was completed in 1985 and has undergone a complete renovation in 2000. The renovation included new guest rooms, updated public areas, and a complete refurbishment of the existing facilities. The hotel has 10 floors and is connected to the World Trade Center by a skybridge.

The Atlanta Marriott Marquis has implemented the ENERGY STAR program in order to improve its energy efficiency and reduce its carbon footprint. The program includes a variety of energy-saving measures, such as:

- Setting a temperature range of 68°F to 72°F for heating and 60°F to 80°F for cooling.
- Adjusting the temperature in guest rooms based on occupancy.
- Using energy-efficient lighting and appliances.

The hotel has also implemented a number of additional energy-saving measures, including:

- Replacing old lighting fixtures with energy-efficient LED lights.
- Installing motion sensors in hallways and public areas.
- Using low-flow showerheads and faucets in guest rooms.

These measures have resulted in a 30% reduction in energy consumption and a significant reduction in greenhouse gas emissions. The hotel has also received recognition for its efforts, including being named an ENERGY STAR Certified Hotel by the U.S. Environmental Protection Agency.

In addition to implementing energy-saving measures, the hotel has also made efforts to reduce its environmental impact in other ways. For example, it has implemented a recycling program and uses environmentally friendly cleaning products.

The Atlanta Marriott Marquis is committed to improving its energy efficiency and reducing its environmental impact, and has made significant progress in this area. The hotel continues to look for ways to further reduce its energy consumption and contribute to a more sustainable future.
Energy Conservation History

December 2005
Lighting retrofits completed at 9 hotels.
Total capital spend over $500,000.00. Received nearly $100K in rebates.

2007
HEI ramps up DSM programs - Lighting & HVAC
KBTU/SF @ 112.6. Capital investment in energy-related projects exceed $4mn.

January 2009
HEI begins 2009 Energy Conservation Initiative Program.

November 2009
HEI receives AEE 2009 Corporate Energy Management of the Year Award.

2005
Lighting upgrades.
Loyalton Group joins team, monthly consumption data reports begin June 2006.

2006
HEI becomes member of EnergyStar; various articles are published relating to the 2005 lighting upgrades. Loyalton Group joins team, monthly consumption data reports begin June 2006.

2008
HEI wins AEE national award, asked to participate in EPA energy performance rating program. Bob Holesko completes AEE training and becomes a Certified Energy Manager. Capital investment in energy-related projects exceeds $6mn.

September 2009
HEI launches Social Responsibility “We C.A.R.E.” program.

March 2010
HVAC.
KBTU/SF @ 112.6. Capital investment in energy-related projects nears $4mm.

2009 & 2010 Communication Initiatives

2009 & 2010 Energy Conservation Incentive Program

- General Managers, Chief Engineers, Banquet Managers, Executive Housekeepers & Chef’s were encouraged to engage all hotel associates in operational cost saving measures
- The program compares energy usage YOY
- Each quarter, the top “energy saving” Managers for each region were awarded $100 gift cards.
- At the end of 2009, the Chief Engineer and General Manager in each region won 50” Plasma TVs (6 awarded)
- In 2010 Chief’s, Chef’s, Banquet & Housekeeping Managers will win TV’s (12 to be awarded)
Creating the Energy Buzz

Celebrating Success is Fun!

Creating the Energy Buzz

Celebrating Success with Prizes
Creating the Energy Buzz

Celebrating Success with Recognition

“BEE AN ENERGY STAR!”

TURN OFF THE LIGHT

$10 $10

DON’T MISS OUT... SAVE ENERGY

SAVING ENERGY PAYS OFF

$10 $10

Bring Your GREEN TO WORK

The small steps you take to save energy can make a big difference in the fight against global warming.

ECO Boot Straps

A simple, low-cost way to reduce your energy consumption and save money. The ECO Boot Straps method uses economical, energy-efficient materials to help reduce your home's energy consumption by as much as 50%.

Source: U.S. Environmental Protection Agency

For more information, visit www.energystar.gov or call 888-ENERGY STAR.
2009: **Sustainability** Added to HEI Values and Mission Statement

HEI recognizes its responsibility to operate in a way that conserves our world’s natural resources. We are committed to reducing our environmental impact through innovative ideas and the ongoing use of sustainable business practices.
2010 and Beyond

- Partnership with Cornell on waste removal stream continues
- 2010 incentives include additional managers and departments involved in the energy savings initiatives to broaden the reach
- Goal: 3 to 5 more hotels qualify for an Energy Star plaque
- Sales Team Green Selling is promoted
- Renewable energy projects are explored
  - Solar panels, wind, Cow Power, etc.
- LEED/EB certification for hotels is explored

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Energy is the First Step to “Green”

- Energy is the single largest controllable cost in a building
- Leading hotels use 35% less energy
- Managing energy is managing GHG emissions, reducing carbon footprint
- Energy has the largest impact on building carbon footprint

A Framework for Green Activities

- Benchmark your energy performance in EPA's Portfolio Manager
  - Determine baseline from which to measure progress
  - Begin to form the story you can tell…or the story that you want to be able to tell
- Launch your communications plan
  - Use off-the-shelf ENERGY STAR campaigns as a framework for your initiatives
Campaign: Launch the ENERGY STAR Challenge

- Call-to-action to improve the energy efficiency of buildings by 10%
- Incorporate the 10% reduction goal in your targets and track progress
- Commit to:
  - Measure and track energy use
  - Develop a plan for energy improvements
  - Make energy efficiency upgrades
  - Help spread the energy efficiency “word” to others

ENERGY STAR Challenge Communications Toolkit

- Gain visibility on the ENERGY STAR Web site
- Access FREE communications templates
  - Co-brandable posters and print advertisements
  - Brochures
  - Fact Sheets
  - Key Messages
  - Web banners
  - Templates for press releases, newsletters

http://www.energystar.gov/challenge
Campaign: Bring Your Green to Work with ENERGY STAR

Get employees on board!

- 4-minute video
- Interactive cubicle
- Energy IQ quiz
- Green Team checklist
- Tip cards
- Fast facts
- …and more!

Campaign: Change the World, Start with ENERGY STAR

www.energystar.gov/changetheworld
Celebrate Earth Day with ENERGY STAR

• Hold an Earth Day fair to educate employees, guests, and the community
• Launch the ENERGY STAR Challenge and announce your energy reduction goal
• Announce contest for energy saving ideas for employees and guests – implement winning ones
• Encourage employees to bring their green to work and form green teams; recognize noteworthy contributions
• Become a Change the World “pledge driver” to motivate employees to help make a difference at home

Leverage Other EPA Environmental Partnerships

• Climate Leaders
• Combined Heat and Power Partnership
• Green Power Partnership
• WasteWise
• WaterSense
Recognition Opportunities

- Earn the ENERGY STAR
- Achieve “Designed to Earn the ENERGY STAR”
- ENERGY STAR Leaders
- Win Partner of the Year

Wrapping up

For more information:
ENERGY STAR Web site: www.energystar.gov/hospitality

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